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CURRICULUM VITAE

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PROFESSIONAL EXPERIENCE

PwC Consulting Indonesia – Risk & Regulatory Transformation VE *Dec 2021 - June 2022*

PT PricewaterhouseCoopers Consulting Indonesia is a well-known consulting firm with big name clients. scope of my role within the stream, as follows:

- Assigned in a project with one of the largest banks in Indonesia as client and working intensely with the Regional Risk Management Team
- Assisted in preparing Risk Identification presentation and working paper
- Assisted in preparing Key Risk Indicator presentation and working paper
- Assisted in preparing Quality Assurance presentation and working paper
- Assisted in updating Standard Operating Procedures for Regional Risk Management team

Good Water House - Marketing/Operation Executive *Aug 2019 - Present*

CV Good Water House is a company that runs in Water Refill Service. The scope of my role within the stream, as follows:

- Develop and implement marketing strategies by analyzing key data and consumer demographics, which resulted in obtaining 100+ customers per branch.
- Completed in-depth reviews of market conditions and customer preferences for Water Refill services.
- Conducted research to analyze customers' behavior, preferences, and purchasing habits.
- Assessed supplier quality to maintain tight cost controls and maximize business operational performance.
- Efficiently and effectively identified and solved all problems that impacted direction of business.
- Managed team of 12 employees, overseeing hiring, training, and professional growth of employees.

Mookie - Marketing/Human Resources Intern *Nov 2020 – Feb 2021*

PT Mookie Titik Terang is a startup that runs in Food and Beverages Industry. The scope of my role within the stream, as follows:

- Developed campaigns and specific marketing strategies for social media and clients.
- Conducted research to analyze customers' behavior, preferences, and purchasing habits.
- Conducted comparison analysis on Mookie with another company within related fields.
- Weekly report presentation regarding Marketing and Sales performance.
- Screened applicant resumes and conduct virtual interviews.
- Posted positions through approved recruitment channels.

EDUCATION

SWISS GERMAN UNIVERSITY – Tangerang, Indonesia *2019 – Present*

Bachelor of Business Administration, International Business & Marketing

Latest Cumulative GPA: 3.83/4.0

Received Scholarship at Swiss German University; 2021

ACTIVITIES

Himpunan Mahasiswa Business Management – Swiss German University

Head of Event Division

2019 - 2021

- Create event concepts by organizing and leading all activities related to the event.
- Carry out management functions properly such as planning, organizing, supervising, and evaluating all stages of the event
- Disseminate detailed and specific updates of the events to each related division.

Peer Teaching – Swiss German University

Tutoring Team

Aug 2021 – Dec 2021

- Teach 1st semester students, which Fundamental of Economics, Introduction to Financial Accounting, and Business Communication.
- Assists 1st semester students with specific course-related concepts and problem.
- Provide lessons for semester 1 students to be ready to take quizzes or final exams.
- Conducts small group tutoring sessions.

Marketing Introduction and Creative Content SME Mentoring Program - MASATA & Swiss German University

Speaker

Jun 2021

- Prepare Digital Marketing materials to be presented during the event to SMEs
- Delivering Digital Marketing presentation materials to SMEs.

9th International Business Entrepreneurship Festival – Swiss German University

Event Division Staff

Nov 2019

- Contributes to develop and execute concepts of the IBEF 2019.
- Manage all event set-up such as planning, and follow-up the processes with other team members and clients
- Coordinate and manage technical matters in the field during the event
- Book venues, entertainers, and schedule speakers.

Liaison Officer

- Built relationships between event manager with vendors, guest stars, and clients related to the success of the event.

SEMINARS ATTENDED

- Attended Webinar “**Achieving Competitive Advantage for Business Turnaround through Innovation During and Post Pandemic**” Organized by Swiss German University, on July 2021
- Attended Webinar “**Starter Pack Business for Millenials**” Organized by Quarter Life Projects, on July 2021
- Attended Webinar “**Career Consultation & Networking Session**” Organized by Battle of Minds Indonesia, on June 2021
- Attended Webinar “**Break the Limit, Create Your Business**” Organized by Osceola, on April 2021
- Attended Webinar “**Social Business Optimization through Packaging Product and Strategy Digital Marketing for UMKM**” Organized by Institut Pertanian Bogor, on February 2021

ADDITIONAL

Technical Skills: Business Analysis, Canva, Microsoft Office (Word, Excel, Power Point, Visio).

Languages: Indonesia, English, German (A1)